

# Strategic Consulting and Implementation Consortium

*Superior strategies to managing People Systems Processes Products Projects Programmes Finances to deliver triple bottom-line*

## Development Consultants



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*Partnering to tackle the world's development problems!*

### About SCIC

We are a new generation development consulting company based in London. We undertake extensive research on social, environmental, economic and political development challenges in the mix. We undertake the crafting of integrated development strategies for implementation; and provide advice to governments, businesses and individuals focusing on needs and peculiarities of the customer. Our key drivers are high ethical values, quality and social enterprise.

## Developing products and services that satisfy customers

### Introduction

Very often organisations approach the market with assumptions that customers would need products and services that they provide. In so doing organisations determine what should be “value”. Well, these organisations very often fail to succeed with their products in the market despite vigorous promotional campaigns that may be expensive. They hit the wall. They would have first considered the customers, the king in market place. This training has been designed to equip participants to avoid these pitfalls.

### Objectives

The training is designed to enable participants acquire knowledge of research tools to use in conducting proper customer analysis. To help participants understand how to evaluate market demands to craft pull and push successful strategies. Learn how to develop integrated marketing plans within the overall corporate objectives of your organisation. Learn how to funnel ideas and develop innovative market winning products and services that can rapidly become cashcows and sustain.

### Who will benefit?

- Product managers
- Marketing and sales managers
- Brand managers and consultants
- Senior executives involved in formulating policies and crafting strategies

## Expected benefits to participants

- Learn new marketing techniques to apply in local markets
- Learn how to funnel ideas that can be converted into products and services that customers value
- Learn how to design demand pull and push strategies in different markets
- Learn how to ensure quality through the value chain and gain competitive advantage in market place
- Increase sales and deliver profit now and in future

## Duration

2 days

## Location of Training

London, U.K.

This training can be conducted in-house on request.

## Training fee

Standard course fee would cover instructing, course materials, certificate of attendance, sightseeing and lunch. The course can however be organised as a packaged short training programme to include airport pickup, London city transportation and lodging.

**Individuals** – £1350.00 (standard)

Organisations sponsoring three or more person (10% discount) - £1215.00

### Travel

Participants are encouraged to make personal arrangements early. We are able to provide general advice where this may be required  
For additional information please contact us:

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This course is promoted subject to our [terms and conditions](#).

